



A Study on Customer Relationship Management in Audi With Reference To Chennai

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ABSTRACT

CRM software, automation tools, and artificial intelligence. The integration of data analytics and predictive modeling enables businesses to gain valuable insights into customer behavior and preferences, facilitating targeted marketing campaigns and personalized communication. Additionally, best practices for implementing and optimizing CRM initiatives are outlined, emphasizing the need for alignment with organizational goals, employee training, and continuous improvement. Case studies and examples from various industries illustrate successful CRM implementations and their impact on business performance. In conclusion, this abstract underscores the critical role of CRM in driving customer-centricity and competitive advantage. By leveraging effective strategies, embracing innovative technologies, and adhering to best practices, businesses can cultivate stronger relationships with customers, ultimately leading to enhanced loyalty, profitability, and long-term success.

Keywords: Customer Relationship management, customer loyalty, Automobile industry , CRM benefits.

I. Introduction

In the dynamic and ever-evolving landscape of the automobile industry, customer relationship management (CRM) stands as a cornerstone for success. As consumer preferences shift and competition intensifies, automotive companies are increasingly recognizing the importance of fostering strong, lasting relationships with their clientele. One key area where CRM plays a pivotal role is in the booking process – the initial interaction between customers and automotive brands. Traditionally, the booking process in the automobile industry has been perceived as a transactional exchange, primarily

focused on completing a sale. However, in today's digitally-driven era, customer expectations have evolved, demanding a seamless and personalized experience from start to finish. As a result, automotive companies are reimagining their approach to booking, leveraging innovative CRM strategies and technologies to enhance customer satisfaction and loyalty. This introduction aims to explore the significance of CRM in the context of the automobile industry's booking process. It will delve into the challenges faced by automotive companies in this regard, as well as the opportunities presented by embracing CRM principles and practices. Furthermore, it will highlight key trends and innovations shaping the future of booking in the automotive sector, from online platforms to digital showroom experiences. By understanding and harnessing the power of CRM, automotive companies can not only streamline the booking process but also cultivate deeper connections with customers, driving brand loyalty and sustainable growth. This introduction sets the stage for a comprehensive exploration of how CRM is revolutionizing the way automotive brands engage with their clientele during the booking journey.

II. REVIEW OF LITERATURE

Mathew (2018) as we know that every industry uses customer relationship management (CRM) system to collect and maintain the customer relationship. Retail stores are facing large number of customers every day. So people think the CRM penetration rate is high in the retail industry. A successful CRM needs to be able to collect customer data and maintain the relationship. The research data showed Kopi CRM could effectively persuade the customers to participate into merchant's loyalty program.

Kopi (2018) this case study contributes towards better understanding of retail CRM implementation. Which Persuades technology is



very useful in changing people's behavior. The previous CRM normally focus on the business functions only. But Kopi CRM brings in the PT principles to engage the customers to take part in the process. This case study should be useful in helping researchers and practitioners better understand the retail SME industry and how to implement a system for them.

Andersonal (2019) the main aim of the article is to show the importance of customer relationship management for retail trade. And significance of customer relationship management leads to satisfied and loyal clients. From one side it is concerned with relations between the customers and the retail company, from the other side it is dedicated to optimize sources of information for better comprehension of consumer behavior. The CRM also outline the main directions for development of client oriented products, and high level consumer service and long term partnership with the company audiences.

Joan (2019) thus, the market insecurity and the non-predictability of the financial crises and their dimensions stimulate the development of two major points, the first is related to sharing the risk among the representative agents of the exchange and the second is related to share information about the present and expected market development among the market participants, which considerably increases the market effectiveness. Therefore, the market instability initiates information symmetry among the market agents, which results in improvement of the market environment and exchange stabilization.

Merloedal (2019) he study was mainly aimed to identify and compare the key aspects and impacts of CRM policies. Particular attention was provided on the loyalty card schemes, Club card and Nectar Card. customer relationship management has been continually covering areas like building and maintaining relationships with the core base of customer, income and sales. By reviewing the literature, it is clear that the key aspects of customer relationship management is creating, maintaining and expanding relationship with the traditional and online based customer.

STATEMENT OF THE PROBLEM

- Customer Relationship Management leads to satisfied customers and eventually higher business every time.
- Customer Relationship Management goes a long way in retaining existing customers. Customer relationship management ensures customers return back home with a smile.

- Customer relationship management improves the relationship between the organization and customers even after the delivery process.
- Such activities strengthen the bond between the sales representatives and customers.

OBJECTIVES

- To Evaluate Audi's current CRM strategies and their alignment with customer needs.
- To analysis customer engagement and satisfaction through personalized experiences.
- Suggestion and recommendations.

III. RESEARCH METHODOLOGY

Research methodology involves studying customer interactions, preferences, and feedback to enhance brand loyalty and satisfaction. Data sources include customer databases, sales records, service interactions, and online platforms. Techniques like surveys, interviews, and sentiment analysis are employed to gather insights into customer needs and expectations. Advanced analytics tools help in data analysis to identify trends, segment customers, and predict future behaviors.

METHODS OF COLLECTION

In this study, target population were customers of Jubilant motor works pvt ltd especially Product Booking customers of year 2022 – 2024. There are around 200 booking customers previous year till date. A sample size is guaranteed to its temperament of information assortment. Information assortment depends on the essential information is (132 respondents) are taken as the example for this investigation The Commonly used statistical tools for analysis of collected data are:

- Simple Percentage Method
- Chi-Square
- Correlation
- Anova

SIMPLE PERCENTAGE ANALYSIS

In this project percentage analysis test was use. The percentage method is used to know the accurate percentage of the data we took. The following formula was used.

CHI-SQUARE

The Chi- square test is one of the simplest and most wickedly used non-parametric tests in statistical work. The quantity χ^2 describes the magnitude at the discrepancy between theory and observation.



CORRELATION

Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1. Perfect positive correlation (a correlation coefficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction. Alternatively, perfect negative correlation means that if one security moves in either direction the security that is perfectly negatively correlated will move in the opposite direction. If the correlation is 0, the movements of the securities are said to have no correlation; they are completely random.

ANOVA

Analysis of variance, or ANOVA, is a strong statistical technique that is used to show difference between two or more means or components through significance tests. It also shows us a way to make multiple comparisons of several population means.

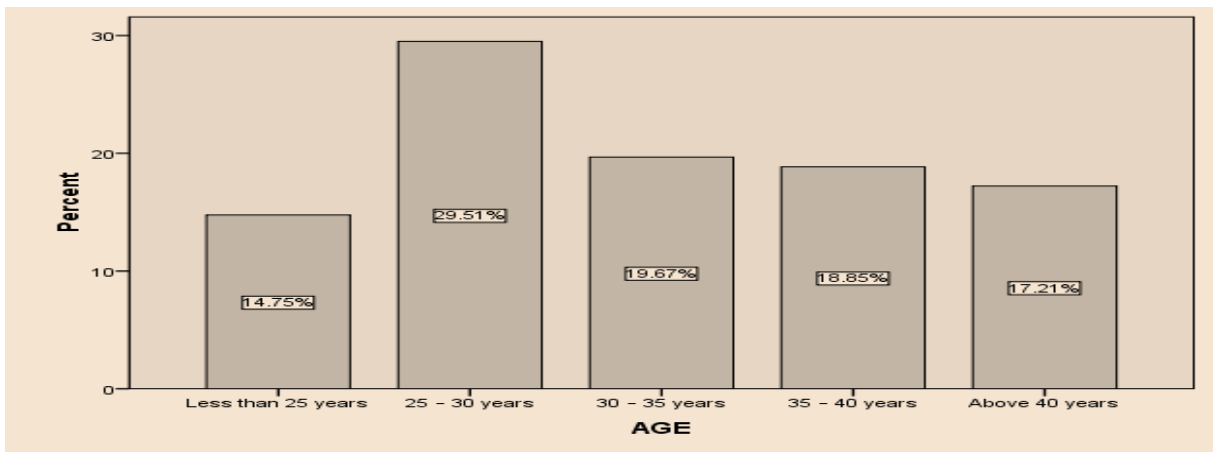
LIMITATIONS

- This is only confined 132 respondents due to time constraint.
- There is an insufficient data collection, because it is not accuracy.
- The customer relation may not be deals with prominently.
- Hence the finding of the study is not universally applicable. Some of the data depends upon various clients from various areas, so its difficulties for my research studies.



IV. DATA ANALYSIS AND INTERPRETATIONS PERCENTAGE ANALYSIS

| AGE | RESPONDENTS | PERCENTAGE |
|--------------------|-------------|---------------|
| Less than 25 years | 18 | 14.8% |
| 25 – 30 years | 36 | 29.5% |
| 30 – 35 years | 24 | 19.7% |
| 35 – 40 years | 23 | 18.9% |
| Above 40 years | -21 | 17.2% |
| TOTAL | 122 | 100.0% |



Interpretation

The table shows that 14.8% of the respondents age group less than 25 years, 29.5% of the respondents age group 25-30 years, 19.7% of the respondents age group 30-35 years, 18.9% of the respondents age group 35-40 years and remaining 17.2% of the respondents age group above 40 years. Majority 29.5% of the respondents age group 25-30 years.

CHI-SQUARE TEST

Null hypothesis

H₀: There is no significance relationship between Age and satisfied with your new Audi.

Alternative hypothesis

H₁: There is a significance relationship between Age and satisfied with your new Audi.

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|--------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 2.197E ^a | 16 | .000 |



| | | | |
|------------------------------|---------|----|------|
| Likelihood Ratio | 186.952 | 16 | .000 |
| Linear-by-Linear Association | 82.652 | 1 | .000 |
| N of Valid Cases | 122 | | |

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .59.

RESULT

0.0 < 0.05 H₁ is accepted, H₀ is satisfied.

CORRELATION

The table shows that the relationship between reason for selecting the Audi and sales consultant gives all details about Audi.

Correlations

| | | REASON FOR SELECTING THE AUDI | SALES CONSULTANT GIVE ALL PRODUCT DETAILS |
|---|---------------------|-------------------------------|---|
| REASON FOR SELECTING THE AUDI | Pearson Correlation | 1 | .862** |
| | Sig. (2-tailed) | | .000 |
| | N | 122 | 122 |
| SALES CONSULTANT GIVE ALL PRODUCT DETAILS | Pearson Correlation | .862** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 122 | 122 |

** . Correlation is significant at the 0.01 level (2-tailed).



Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|----------------------|----|-----------------------|
| Pearson Chi-Square | 2.197E2 ^a | 16 | .000 |
| Likelihood Ratio | 186.952 | 16 | .000 |
| Linear-by-Linear Association | 82.652 | 1 | .000 |

Nonparametric Correlations

Correlations

| | | | REASON FOR SELECTING THE AUDI | SALES CONSULTANT GIVE ALL PRODUCT DETAILS |
|-----------------|---|-------------------------|-------------------------------|---|
| Kendall's tau_b | REASON FOR SELECTING THE AUDI | Correlation Coefficient | 1.000 | .826** |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 122 | 122 |
| | SALES CONSULTANT GIVE ALL PRODUCT DETAILS | Correlation Coefficient | .826** | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 122 | 122 |
| Spearman's rho | REASON FOR SELECTING THE AUDI | Correlation Coefficient | 1.000 | .893** |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 122 | 122 |
| | SALES CONSULTANT GIVE ALL PRODUCT DETAILS | Correlation Coefficient | .893** | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 122 | 122 |

** . Correlation is significant at the 0.01 level (2-tailed).



RESULT

This is a positive correlation. There are relationships between reason for selecting the Audi and sales consultant give all product details.

ANOVA

Null hypothesis

Ho: There is no significant relationship between satisfied with the way you treated and experiences in scheduling the test drive.

Alternative hypothesis

H₁: There is a significant relationship between satisfied with the way you treated and experiences in scheduling the test drive.

Descriptives

SATISFIED WITH THE WAY YOU WERE TREATED

| | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum | Between-Component Variance |
|----------------------|-----|------|----------------|------------|----------------------------------|-------------|---------|---------|----------------------------|
| | | | | | Lower Bound | Upper Bound | | | |
| Extremely Satisfied | 31 | 1.06 | .250 | .045 | .97 | 1.16 | 1 | 2 | |
| Very Satisfied | 49 | 2.39 | .492 | .070 | 2.25 | 2.53 | 2 | 3 | |
| Satisfied | 34 | 3.38 | .551 | .095 | 3.19 | 3.57 | 3 | 5 | |
| Less Satisfied | 6 | 5.00 | .000 | .000 | 5.00 | 5.00 | 5 | 5 | |
| Not Satisfied at all | 2 | 5.00 | .000 | .000 | 5.00 | 5.00 | 5 | 5 | |
| Total | 122 | 2.50 | 1.166 | .106 | 2.29 | 2.71 | 1 | 5 | |
| Model | | | .448 | .041 | 2.42 | 2.58 | | | |
| Fixed Effects | | | | | | | | | |
| Random Effects | | | | .713 | .52 | 4.48 | | | 1.656 |

Test of Homogeneity of Variances

ANOVA

SATISFIED WITH THE WAY YOU WERE TREATED

| | Sum of Squares | Df | Mean Square | F | Sig. |
|----------------|----------------|----|-------------|---------|------|
| Between Groups | 140.967 | 4 | 35.242 | 175.213 | .000 |



| | | | | | |
|---------------|---------|-----|------|--|--|
| Within Groups | 23.533 | 117 | .201 | | |
| Total | 164.500 | 121 | | | |

RESULT

From the above analysis, we find that calculated value of the F-value is a positive 23.772 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between satisfied with the way you treated and experiences in scheduling the test drive. The results are **significant** at 4 % level.

V. FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS

- Majority 29.5% of the respondents age group 25-30 years
- Majority 23.8% of the respondents are said performance is reasons for selecting the Audi
- Majority 33.6% of the respondents are satisfied about way of treated
- Majority 40.2% of the respondents are very satisfied about overall advice received from the staff.
- Majority 50.8% of the respondents are very satisfied about product detail.
- Majority 89.3% of the respondents said test derives offered by dealer.
- Majority 40.2% of the respondents are very satisfied about Experiences in scheduling the test drive.
- Majority 37.7% of the respondents are satisfied about Test drive route explained.
- Majority 32.0% of the respondents are satisfied about test drive route.
- Majority 37.7% of the respondents are very satisfied about Test drive vehicle reach the test drive location on time
- Majority 32.0% of the respondents are satisfied about Receive the test drive on the model you are interested.
- Majority 37.7% of the respondents are satisfied about overall condition of test drive
- Majority 42.6% of the respondents are satisfied about vehicle demonstration.
- Majority 47.5% of the respondents are satisfied about Satisfied with the explanation & demonstration of feature/controls
- Majority 30.3% of the respondents are very satisfied about query is resolved.
- Majority 48.4% of the respondents are very satisfied about services.

- Majority 44.3% of the respondents feel average about sales consultant.
- Majority 92.6% of the respondents are said receive all booking forms from sales consultant.
- Majority 63.1% of the respondents are very satisfied about receive all booking forms from sales consultant.
- Majority 56.6% of the respondents are satisfied about audi.
- Majority 95.1% of the respondents are recommend the our brand to you family/friends

SUGGESTION

The industry will gather more data from customers to improve connection between them. There is a rivalry in the industry so it is significant to find the future needs and desires of the customers and to execute new services. The organization shall collect more information from customers to improve relationship between them. There is a tough competition in the industry. So it is more important to consider the future needs and wants of the customers and to implement new services.

CONCLUSION

This topic is undertaken to study because it is helpful to find degree of relationship with their customer. Majority of clients are happy with the services given by industry. Customer relationship management is significant, client is the king in the market and holding them in this competitive world is more significant. By legitimate examination company can offer better service and keep up a decent customer relationship.



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